

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

PCS 0013 – CREATIVE STUDIES

(All Sections / Groups)

27 February 2017
9.00 AM – 11.00 AM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages including the cover page with 6 Questions only.
2. In **Section A**, attempt **ALL** questions.
In **Section B**, attempt **ONE** out of **TWO** questions.
In **Section C**, attempt **ONE** out of **TWO** questions.
3. All questions carry equal marks.
4. Please print all your answers in the answer Booklet provided.

Section A: Attempt all questions; A1 & A2.

Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question A1

Definitions of creativity are not straightforward, and many writers have contributed to the debate about what constitutes creativity, often hotly contesting different views. However, most theorists agree that the creative process involves a number of components or aspects to creativity.

- I. In your own words; describe in detail the definition of creativity
- II. Can creativity be learned?
Explain and provide examples to demonstrate your points.

(10 pts)

Question A2

Mihaly Csikzentmihalyi, the author of the book, Creativity, Flow and the Psychology of Discovery, innovation and Invention described that there are two (2) type of creativity; Creativity in a capital "C" and creativity in small "c".

- I. Discuss the difference between innovation & invention and please include an example for each reason.
- II. Discuss your understanding on the concept of Creativity in a capital "C" and creativity in small "c". Provide some examples to support your answer.

(10 pts)

Continued

Section B: Attempt only ONE (1) of the following TWO (2) questions.

Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

Question B1

There is a process of how an artist produces an artwork, and it involves thinking, feeling, and working. Identify and explain the five general stages of the creative process.

(10 pts)

Question B2

There are a lot of misconceptions about thinking even in highly educated people. These notions have been deeply rooted in the society and thus have become very destructive to the development of thinking skills.

Discuss the following statements in terms of "creativity".

- (a) "The present education system develops and enhances thinking and so the more educated you are the better thinker you are."
- (b) "IQ and thinking ability are the same. The more IQ one has the better thinking ability one has. On the contrary, those who have lower IQ have only low thinking abilities."
- (c) "Thinking ability, decision making ability and problem solving ability are inherent and there is very little we can do to develop these."
- (d) "Less educated or the uneducated can never become good thinkers."

(10 pts)

Continued

Section C: Attempt only ONE (1) of the following TWO (2) questions.

Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.


Question C1

- I. What is the difference between Logical Mind map and associated Mind map?
- II. Explain in detail the procedure of an associated Mind map technique?

(10 pts)

Question C2

Based on the situation below produce two (2) solutions using Random Word/image association technique.

<i>Situation/ problem</i>	<i>Random Words or Image</i>
<p>Create a Drawing or an Image of “Danger Sign; Explosive”</p>	

Write down the rationale and draw it out to show your ideas or solutions

Drawing for **Solution1**

Rationale 1.....

Drawing for **Solution2**

Rationale 2.....

(10 pts)

End of Paper